

Description

BOXED AND SECURED NECKTIE PACKAGE

FIELD OF THE INVENTION

[0001] The present invention relates to a display and packaging apparatus for retaining a necktie.

BACKGROUND OF THE INVENTION

[0002] Neckties are typically displayed on horizontal racks in a display case, or on a counter top. On occasion, particular neckties are showcased in decorative containers which can be placed on the counter tops of display cases, near cash registers, or at other locations throughout a vendor's store. Several forms for individually packaging and displaying neckties are known.

[0003] Packages for neckties (e.g., a single necktie, multiple neckties or neckties with shirts) have been fabricated in various forms. Such containers can assist in the display of neckties to consumers. These containers range from storing multiple neckties lengthwise in a single removable-top cardboard box to storing an individual necktie in its

own box. Regarding the latter arrangement, the necktie is usually folded lengthwise along its center and laid flat within the box. This arrangement is common of all prior-art necktie packaging containers and can be troublesome. Customers may remove neckties from their respective boxes in order to try on or show to a friend. When removed, these neckties are not always placed back in the correct box, may be left lying loose on counter-tops, or relocated to a remote place within the store.

[0004] The removal of neckties from their boxes can be problematic because pricing and product information is typically on the box in lieu of the tie. Misplaced neckties can lead to inaccurate pricing and consumer confusion. Additionally, when several neckties are disjoined from their respective boxes the task of rejoining each necktie in its correct box can be tedious and time consuming, requiring additional labor and expense on the part of the vendor.

[0005] While individually packaging and displaying neckties can provide an eye-catching way of attracting consumers to the product, no particular structure is provided for securing or mounting the necktie therein, preventing its shift within the box, its ready removal from the box, or its separation from pricing/product information on the box. The

present invention addresses these and other needs.

SUMMARY OF THE INVENTION

[0006] The present invention concerns a package and packaging methods for retaining a necktie within a box serving as both a display fixture and a packaging container for the enclosed necktie. A member, affixed into the box at at least two spaced locations, is configured to secure the necktie in a rolled, folded, or folded and rolled position within the box. The necktie is positioned to cover the member, which is an elastic member in a preferred embodiment. The package provides an attractive way of displaying individual neckties to consumers, eliminates the need for additional packaging materials or labor associated with the purchase of the necktie, and retains the necktie, preventing its free separation from the package. Additionally, neckties securely retained in a package according to the present invention are less likely to wrinkle or crease due to free movement within the box.

[0007] These and further aspects, features and advantages of the present invention will become more apparent from the following description when taken in connection with the accompanying drawings which show, for purposes of illustration only, several embodiments of the present in-

vention.

BRIEF DESCRIPTION OF THE DRAWINGS

- [0008] Fig. 1 is a front perspective view of a preferred embodiment of a display and packaging apparatus in spaced relation to a necktie;
- [0009] Figs. 2(a), (b) and (c) are front perspective views of a necktie being retained by the display and packaging apparatus of Fig. 1.
- [0010] Figs. 3(a) and (b) are front perspective views of an alternative arrangement of a necktie being retained by the display and packaging apparatus of Fig. 1.
- [0011] Fig. 4 is a front perspective view of a second embodiment of a display and packaging apparatus shown in spaced relation to a necktie.
- [0012] Figs. 5(a), (b) and (c) are front perspective views of the necktie being retained by the display and packaging apparatus of Fig. 4.
- [0013] Fig. 6 is a front perspective view of a display and packaging apparatus shown in spaced relation to a necktie and having additional, coordinating features.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

- [0014] A necktie display and packaging structure of a preferred

embodiment of the present invention is shown in Fig. 1 in which a box 10 including a movable top portion 12 is provided for retainably displaying a necktie 30. A member 20 is affixed into box 10 at at least two spaced locations within the box. Member 20 can be formed from a number of different materials having elastic properties, such as lycra, spandex or rubber. In alternative arrangements, member 20 is made of a material that can be plastically deformed so as to retain the clothing (such as necktie 30) and can be a plastic or, more preferably, a plastic coated metal (e.g. a "twist tie").

[0015] While member 20 is shown affixed at an inner, bottom-edge of box 10, such as along base 40, the location of member 20 within box 10 is not critical and one of ordinary skill in the art can appreciate that member 20 can be affixed at various positions within the box without deviating from the spirit of the present invention. Likewise, member 20 may be integrally formed with box 10 or alternatively composed of any number of suitable elastic, flexible or composite materials and bonded or affixed to box 10. Additionally, while top portion 12 is shown fully removable, the top could be hinged to the box.

[0016] As best shown in Fig. 2, member 20 is operable to secure

necktie 30 in a rolled, folded, or folded and rolled position within box 10. Securing necktie 30 with box 10 can be achieved in several different ways utilizing member 20. Referring to Fig. 2(a), in a preferred mode, a user can slightly stretch member 20 upward, creating an opening between member 20 and base 40 in which necktie 30 can be inserted therethrough. Necktie 30 is passed under member 20 to a position where a portion of necktie 30 extends from each side of member 20. In this position, necktie 30 is disposed between member 20 and base 40 of box 10, preferably in an unfurled state. Next, referring to Fig. 2(b), necktie 30 can be rolled or folded in direction 50 (about member 20) until a portion of necktie 30 has partially or wholly covered member 20. Referring to Fig. 2(c), necktie 30 can be rolled or folded several times in the manner described above, and upon completion necktie 30 is completely disposed in box 10 and retained thereto by member 20. While necktie 30 is shown rolled in direction 50, the direction is not critical to the spirit of the invention and a user may roll or fold necktie 30 in the opposite direction about member 20 resulting in the same necktie-retaining effect.

[0017] Referring to Figs. 3(a) and 3(b), according to an alternative

mode, once initially placed between member 20 and base 40 of box 10, a portion of necktie 30 may be rolled or folded about itself in a position that does not include member 20 (see Fig. 3(b)). Of course, necktie 30 can be rolled or folded, in part, prior to being placed between member 20 and base 40.

[0018] Regardless of whether the necktie is wrapped around member 20 once, as illustrated in Fig. 3(b), or several times, as illustrated in Fig. 2(c), it is desirable that member 20 is wholly contained interiorly of the box and is not visible exteriorly of the box once it is retained therein. This can be achieved by covering member 20 with a portion of necktie 30 so that the member is concealed when the top 12 is moved.

[0019] Referring to Figs. 2 and 3, the present embodiment provides a package for retaining necktie 30 within box 10 wherein member 20 prevents free separation of necktie 30 and box 10. When it is desired to detachably remove necktie 30, it can be unwound or unfolded from member 20. Thus, the present invention overcomes the problems associated with the prior art packaging and display apparatuses discussed above by utilizing member 20 to prevent free separation of necktie 30 from box 10 while al-

lowing necktie 30 to be conveniently stored and displayed in a rolled, folded, or folded and rolled position. Additional clips or wire/plastic ties may be utilized to further secure particular portions of necktie 30 when necessary. Furthermore, these clips and/or wire/plastic ties can be applied to necktie 30 prior to its engagement with member 20 or sometime thereafter.

[0020] Referring to Fig. 4, according to a second embodiment of the present invention, a box 10 including a movable top portion 12 is provided for retainably displaying a necktie 30. A member 20 including at least two operably extending free ends 22, 24 is affixed into box 10 at at least two spaced locations within the box. As mentioned above, member 20 can be formed from a number of different materials, preferably those having elastic properties such as lycra, spandex or rubber.

[0021] As illustrated in Fig. 5, member 20 is configured to secure necktie 30 in a rolled, folded, or folded and rolled position within box 10. Referring to Fig 5(a), operably extending free ends 22, 24 can be positioned to rest exteriorly of box 10. Next, necktie 30 is placed lengthwise above the open-end of box 10. With reference to Fig. 5(b), operably extending free ends 22, 24 can be positioned about neck-

tie 30 and tied, twisted or bonded to form a single, continuous conjoined member 100. In this position, necktie 30 is disposed between member 100 and base 40 of box 10. Next, as illustrated in Fig. 5(c), necktie 30 can be rolled or folded in the direction 50 (about member 100) until a portion of necktie 30 has partially or wholly covered member 100. Necktie 30 can be rolled or folded several times in the manner described above, and upon completion necktie 30 is completely disposed in box 10 and retained thereto by member 100.

[0022] Referring to Fig. 6, box 10 is square shaped and includes an outer fabric layer 60 of a first color 70 and a first pattern 80 that coordinate with at least the color 90 or pattern 110 on necktie 30. Preferably, fabric layer 60 of box 10 is selected to coordinate with fabric 120 of necktie 30 retained therein.

[0023] While the invention has been described with reference to several embodiments thereof, the invention is more broadly defined and limited only by the recitations in the claims appended hereto and their legal equivalents.